"Souza Cruz Will Invest $8 Million to Market Its 'Hollywood' Brand"
Comtex/SABI via First! (08/16/95)

Brazil--Souza Cruz, the biggest Brazilian tobacco & cigarettes company, intends to sell its Hollywood cigarette brand to the whole world, so the company will invest US$5 million supporting an Indy cars race team, PacWest, and US$3 million in marketing and advertising in Eastearn Europe, its main consumers abroad.

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Source: https://www.industrydocuments.ucsf.edu/docs/rfgn0004